
To: Juvent, Inc. (docket@cdfslaw.com)

Subject: TRADEMARK APPLICATION NO. 78873139 - OSTEO PLATFORM - 1429-53

Sent: 10/29/2007 11:23:53 AM

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[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)
[Attachment - 6](#)
[Attachment - 7](#)
[Attachment - 8](#)
[Attachment - 9](#)
[Attachment - 10](#)
[Attachment - 11](#)
[Attachment - 12](#)
[Attachment - 13](#)
[Attachment - 14](#)
[Attachment - 15](#)
[Attachment - 16](#)
[Attachment - 17](#)
[Attachment - 18](#)
[Attachment - 19](#)
[Attachment - 20](#)
[Attachment - 21](#)
[Attachment - 22](#)
[Attachment - 23](#)
[Attachment - 24](#)
[Attachment - 25](#)
[Attachment - 26](#)
[Attachment - 27](#)
[Attachment - 28](#)
[Attachment - 29](#)
[Attachment - 30](#)
[Attachment - 31](#)
[Attachment - 32](#)
[Attachment - 33](#)
[Attachment - 34](#)
[Attachment - 35](#)
[Attachment - 36](#)
[Attachment - 37](#)

Attachment - 38
Attachment - 39
Attachment - 40
Attachment - 41
Attachment - 42
Attachment - 43
Attachment - 44
Attachment - 45
Attachment - 46
Attachment - 47
Attachment - 48
Attachment - 49
Attachment - 50
Attachment - 51
Attachment - 52
Attachment - 53
Attachment - 54
Attachment - 55
Attachment - 56
Attachment - 57
Attachment - 58
Attachment - 59
Attachment - 60
Attachment - 61
Attachment - 62
Attachment - 63
Attachment - 64
Attachment - 65
Attachment - 66
Attachment - 67
Attachment - 68
Attachment - 69
Attachment - 70
Attachment - 71
Attachment - 72

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 78/873139

MARK: OSTEO PLATFORM



CORRESPONDENT ADDRESS:

DAVID M. CARTER
CARTER, DELUCA, FARRELL & SCHMIDT,
LLP

GENERAL TRADEMARK INFORMATION:

STE 225
445 BROADHOLLOW RD
MELVILLE NY 11747-3615

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Juvent, Inc.

CORRESPONDENT'S REFERENCE/DOCKET
NO:

1429-53

CORRESPONDENT E-MAIL ADDRESS:
docket@cdfslaw.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 10/29/2007

Applicant is requesting reconsideration of a final refusal issued/mailed April 23, 2007.

After careful consideration of the law and facts of the case, the examining attorney must deny the request for reconsideration and adhere to the final action as written since no new facts or reasons have been presented that are significant and compelling with regard to the point at issue.

The trademark examining attorney has carefully reviewed the request for reconsideration and is not persuaded by applicant's arguments. No new issue has been raised and no new compelling evidence has been presented with regard to the point at issue in the final action. TMEP §715.03(a).

Therefore, the request for reconsideration is **denied** and the final refusal is continued as follows. 37 C.F.R. §2.64(b); TMEP §715.04.

REFUSAL CONTINUED AND MAINTAINED

1) Descriptiveness Refusal

The applicant has applied for registration of the mark, OSTEO PLATFORM for "medical apparatus, namely, vibration plates for therapeutic purposes."

Registration was refused under Trademark Act Section 2(e)(1), 15 U.S.C. Section 1052(e)(1), because the proposed mark is merely descriptive of applicant's goods, namely, vibrating plates forming a platform used for therapeutic purposes, including the treatment of bone related medical conditions such as osteoporosis and/or osteo-arthritis. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); TMEP §§1209 et seq.

Applicant argues that the mark "may be suggestive at best" because the word "platform" in a different context connotes a "system on which programs or operating systems operate," referring to the use of the word "platform" to refer to computer programs.

The determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (CCPA 1978); *see, e.g., In re Polo Int'l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (DOC in DOC-

CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (CONCURRENT PC-DOS found merely descriptive of "computer programs recorded on disk" where relevant trade uses the denomination "concurrent" as a descriptor of this particular type of operating system). "Whether consumers could guess what the product is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985); see TMEP §1209.01(b).

The fact that a term may have different meanings in other contexts is not controlling on the question of descriptiveness. *In re Chopper Industries*, 222 USPQ 258 (TTAB 1984); *In re Bright-Crest, Ltd.*, 204 USPQ 591 (TTAB 1979); *In re Champion International Corp.*, 183 USPQ 318 (TTAB 1974); TMEP §1209.03(e). Thus, the fact that the word "platform" has some meaning related to computers and completely unrelated to applicant's platforms for osteoporosis patients is not relevant to the determination of descriptiveness. Likewise, the fact that a search on the Internet generates other meanings that are also unrelated to applicant's goods does not diminish the descriptiveness of applicant's mark in relation to applicant's goods.

Applicant also argues that the applicant is the only user of the combined terms in the mark and that this indicates that competitors do not need to use the combined terms. The fact that an applicant may be the first and sole user of a merely descriptive or generic designation does not justify registration where the evidence shows that the term is merely descriptive of the identified goods and/or services. *In re Acuson*, 225 USPQ 790 (TTAB 1985) (COMPUTED SONOGRAPHY descriptive of ultrasonic imaging instruments); *In re National Shooting Sports Foundation, Inc.*, 219 USPQ 1018 (TTAB 1983) (SHOOTING, HUNTING, OUTDOOR TRADE SHOW AND CONFERENCE held apt descriptive name for conducting and arranging trade shows in the hunting, shooting and outdoor sports products field); TMEP §1209.03(c).

As stated in the first office action dated August 25, 2006, a mark is merely descriptive under Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1), if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the relevant goods and/or services. *In re Gyulay*, 820 F.2d 1216, 3 USPQ2d 1009 (Fed. Cir. 1987); *In re Bed & Breakfast Registry*, 791 F.2d 157, 229 USPQ 818 (Fed. Cir. 1986); *In re MetPath Inc.*, 223 USPQ 88 (TTAB 1984); *In re Bright-Crest, Ltd.*, 204 USPQ 591 (TTAB 1979); TMEP §1209.01(b). Here, each of the descriptive words in applicant's mark describes an attribute of applicant's goods. The word "osteo" describes the condition that is allegedly prevented, treated and/or relieved by applicant's goods and the word "platform" describes the nature and appearance of applicant's goods, namely vibrating plates in the form of a platform on which the user of the goods stands as the plates vibrate.

As shown by the pages from applicant's Internet site and other sites attached to this and the previous office actions, applicant's products include "vibration platforms" for use in the treatment of osteoporosis. The attached pages and articles also indicate that the term "osteo" is commonly used to describe osteoporosis and/or osteo-arthritis and the word "platform" is commonly used to describe vibrating exercise equipment containing vibrating devices and believed to prevent and/or mitigate these medical conditions. Thus, the common usage of these terms in relation to applicant's goods is descriptive. The combination of these terms to form applicant's mark does not create a different meaning or overall commercial impression.

Attached are copies of printouts from the USPTO X-Search database that show third-party registrations of marks for which the term "osteo" and the word "platform" are disclaimed. These printouts have probative value to the extent that they serve to suggest that these words are also descriptive in the context of applicant's goods.

Therefore, the combined wording OSTEO PLATFORM is descriptive of applicant's medical apparatus for treating osteoporosis and registration must be refused in accordance with the Trademark Act. Since the application was filed under Trademark Act Section 1(b) and the applicant has not filed an amendment to allege use, amending the application to seek registration on the Supplemental Register is not appropriate in this instance. 37 C.F.R. §2.47(d); TMEP §§815.02, 816.02 and 1102.03.

However, applicant is advised that, if applicant amends the application to allege use and to seek registration on the Supplemental Register, it will be necessary to disclaim the word "platform" if this word describes the common or class name for the goods or services. *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 57 USPQ2d 1807 (Fed. Cir. 2001); *In re American Fertility Society*, 188 F.3d 1341, 51 USPQ2d 1832 (Fed. Cir. 1999); *In re Merrill Lynch, Pierce, Fenner & Smith, Inc.*, 828 F.2d 1567, 4 USPQ2d 1141 (Fed. Cir. 1987); *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 228 USPQ 528 (Fed. Cir. 1986). Generic terms are by definition incapable of indicating a particular source of the goods or services, and cannot be registered as trademarks; doing so "would grant the owner of the mark a monopoly, since a competitor could not describe his goods as what they are." *In re Merrill Lynch*, 828 F.2d at 1569, 4 USPQ2d at 1142.

Accordingly, applicant's request for reconsideration is *denied*. The time for appeal runs from the date the final action was issued/mailed. 37 C.F.R. Section 2.64(b); TMEP Section 715.03(c). If applicant has already filed a timely notice of appeal, the application will be forwarded to the Trademark Trial and Appeal Board (TTAB).

The filing of a request for reconsideration does *not* extend the time for filing a proper response to the final action, which runs from the date the final action was mailed. 37 C.F.R. §2.64(b); TMEP §§715.03 and 715.03(c).

/Edward Fennessy/
Edward Fennessy
Trademark Examining Attorney
Law Office 114
1.571.272.8804

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

http://64.233.169.104/search?q=cache:ViazFSVDqOQJ:stores.vitality4life.com.au/Items/vibration_machine_vitality600+Osteo+platform&hl=en&ct=clink&cd=14&gl=us 10/27/2007 12:25:57 PM

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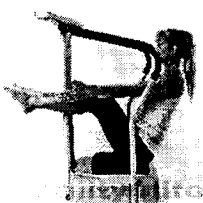
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Health, fitness and 'rocket science' come together to deliver outstanding benefits in the home and office

Optimal health has always required effort. Exercise regularly, watch what you eat, drink plenty of water, have plenty of rest... but even with the greatest of will, most of us still wish for more energy, greater flexibility, increased strength, greater stamina, and increased resistance to disease. No matter how much effort we put in, there's always that feeling that we could do with even more vitality.

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Now you can give yourself the extra edge you've been looking for with the latest in exercise and fitness equipment. No matter what your state of health, a Vitality vibration exercise **platform**, combined with good old fashioned healthful practices can literally make a quantum difference to your life.

Originally designed for international space programs but now at home in any home gym, benefits attributed to vibration exercise include:

- improved muscular strength
- rapid recovery time from sports injuries; torn muscles, sprains, swelling, etc
- increased flexibility and range of motion
- enhanced critical blood flow throughout the body
- increased bone density
- acceleration of weight loss and reduced appearance of cellulite
- decreased cortisol levels and increased levels of the 'happiness hormones' serotonin and neurotrophine
- improved posture

"...what has been truly miraculous is how my crippling back pain is no longer troubling me! All those years of useless physio, chiro and **osteo**. I'm very grateful."

How the Vibration Exercise Platform works

Originally based on research by Russian space scientists to combat the effects of micro-gravity on cosmonauts, whole body vibration training has been adapted for uses covering almost all health requirements. A vibration **platform** induces rigidity of the muscle through the rapid contraction and vibration process in a short span of time. In other words, it is creating an excessive gravitational state by giving a vibrating motion to the muscle at the same time as you are creating tension to the muscle in various positions.

A one minute workout on this vibration **platform** burns more energy and creates **strength improvements**. This is achieved with minimal stress on the joints and ligaments. You can perform static or dynamic movements including standing, sitting, kneeling, lying, and placing your hands on it. **Almost any exercise** from a typical gym workout to passively sitting on a chair and resting your feet can be done on a vibration **platform**.

But don't take our word for it – try it for yourself. What used to be only affordable for those with the budget of a space program is now within your reach. With vibration machines to suit all needs and budgets, the Vitality range of vibration exercise platforms is suitable for in home or professional use. You can also see our brief online video for a demonstration of why this unique fitness equipment should be part of your home gym.

this unique fitness equipment should be part of your home gym.

"I have always suffered from bad circulation with cold feet that ache and cold hands...I have been amazed. It feels so wonderful to experience the feeling of the blood surging through my feet and body. I've noticed that my feet are no longer the purple color they have been for my entire life. Also, because it's in my house, the convenience is great."

Try it risk free with the Vitality 4 Life Approved Product guarantee!

Though vibration exercise has been practiced and proven for decades, you can have the chance to prove its effectiveness in your home, risk free. When a product is granted the Approved Product status, it means we are happy to offer for you to try the Vitality vibration exercise platform of your choice for one month and if you aren't completely satisfied, return the goods to us and we'll refund the purchase price.

"I have to admit that it already is making a difference, which seems to defy what I know of the speed at which muscle response occurs...The main area of gratitude is that my pain level has reduced down to about 10/15%, which is amazing, coming from a daily 70% level."

Don't settle for anything less than a Vitality 4 Life vibration exercise platform

At Vitality 4 Life, we strive to make home health affordable for all, but we won't compromise on quality. Our vibration machines have been tested and proven to be comparable to professional grade machines costing ten times more than what you can buy from us.

You can get cheaper machines than those we stock (so could we in fact!), but these don't come with Vitality 4 Life Approved Product status, based on the following strict criteria:

- Hundreds of hours of independent product testing
- Vitality 4 Life approved product Electrical Certification
- Quality of end consumer support material, eg. instruction manual
- Supplier assistance
- Manufacturer warranty
- Manufacturer background
- Quality of raw materials, assemblies, production and inspection processes.

This is what gives us the assurance of offering you our 100% money back guarantee.

How can I have a Vitality Vibration Exercise Platform in my

home?

You could be enjoying the benefits of using a vibration exercise **platform** in your home within days. Remember, you get a 100% risk free money back guarantee so you can try the Vitality 600 or Vitality 300 in your home. Simply click here to buy the Vitality 600 or the Vitality 300 online now. If you need more information, please email or phone us on 1800 802 924 (Australian callers) or +61 2 6680 7444 during business hours. Yes. I'm ready to experience the health giving benefits of vibration exercise in my home now...

Specifications

Maximum power 1.5 HP
Input voltage 220v / 50Hz
Input power 200W
Speed range 20
Amplitude 0-10mm
Maximum user weight 120kg
Assembly size L 735mm x W 695mm x H 1220mm
Net weight 45kg
Gross weight 49kg

Real life experiences with the Vitality vibration exercise platform

"In January I fell into my breakfast bar and smashed my arm. The breaks were so severe I had to have a massive pin from shoulder to elbow and I was told it will take nine to 12 months to rehabilitate. I was in hospital for four weeks and as I had complications I spent six days in I.C.U. I came straight home and went on my Vitality 4 Life vibrating machine (which was delivered while I was in hospital). I started at level three for a week then gradually went to level 13. Sometimes I would just put my hands on the plate. My arm is getting so much stronger, as a matter of fact my whole body is getting stronger so much so that I took my dog for a walk last week. She panicked at a loud noise and pulled me over straight onto my knees on concrete and I landed on my broken arm. I was in agony, my knees were swollen like a football and my arm jarred badly so with swollen sore knees I went back on the machine on level 3 for 3 days and I lost all the pain within 3 days.

There is no swelling at all, my arm has gone backwards only slightly now and I am going to go easier on myself again E.g. No walking the dog for a while.

Another benefit I have found is that the cellulite I carry has dissipated and folds around my stomach are getting tighter. My daughter comes over and

uses it 3 to 4 days a week. She had lost inches. Her clothes are starting to get loose on her and she is feeling fitter. My sister fell off a four story building and broke most of her bones. She loves it and says she feels taller and stronger and says she is losing fluid off her legs. She is buying one soon as she wants her husband and kids to start using it.

Honestly I think this machine is great. I just love it and with a money back guarantee, how can you go wrong."

Kimberley Rauchelle (address supplied)

"I have been using the vibrating **platform** for approximately 8 weeks and during that time I have noticed a big improvement in my strength, flexibility and sciatic nerve problem. My work out is as follows; on medium speed 4 or 5 for 5 minutes doing standing poses, 5 minutes arm and shoulder strengthening and 5 minutes sitting poses.

I find every second day is more than enough with the lay day 5 minutes at the lowest speed to recover doing a variance of all poses used during the 15 minute session.

I find it superior to conventional gym work, stronger results and less time ie 15 minute sessions to minimum of 1 hour."

D. Cahill (address supplied)

"At first I could not figure out what to do with the vibration machine. Of course it was easy to step on it and let it buzz me silly. This certainly can raise a pack of energy.

But it took a month of daily experiments to realise the full effect I could create with the vibration machine. Here are some of my fun discoveries:

- In the beginning I did short sessions, gradually increasing the length to 10 minutes after a week or so... - I can direct the vibrations in different parts of my body, for example by shifting my weight from one leg to the other, balance forward sideways and backwards. - By changing my height from my legs I feel the vibes reach different parts of my spine. - Although I am not very advanced, yoga postures was a plus because it relaxed me during holding the positions. - I loved sitting on the machine maybe especially because of my back pain. This helped me to relax. - Leaning further backwards, the experience is different. - Letting go of the handle bar and finding where the vibration goes, then directing the vibes in various places in my body. - With hands parallel to the ground, keep breathing... - With hands up in the air... relax, keep breathing. - Breathing with the vibration and making a soft sounds from the belly. - Hands parallel to the ground and a (soft plastic) bottle filled with water on your

parallel to the ground and a (soft plastic) bottle filled with water on your head... no, it is not a joke, it is a great way to develop your sense of balance and relaxation.

For me the ultimate was when I made my body resonate with the vibration machine. I highly recommend it and although it is more difficult to attain, the results are great. Here is a description of how to develop this resonance:

- firstly, shake loosely your body while the vibration machine is on at low speed. Just move each part and if one part does not move easily, keep moving it until you feel relaxed. Do this a few times to get accustomed and loose. - After several fun sessions, try to find a place where it becomes easy to have your body just shake, undulate, and prolong the times when it goes by itself. - When you are familiar with this, find the resonant point by setting your body loose and shaking in rhythm with the vibration machine. Be patient, it is like finding the resonant note in your bathroom... takes time but when you hit it, it's amazing... - Keep resonating until there is nothing to do anymore: body and machine are in synchronisation. You can vary the speed of the vibration machine to obtain different effects.

Wow, this is truly amazing and rejuvenating. Once you have the knack of it, you will feel a deep energising, then relaxation.

In conclusion, this vibration machine is a great tool for many applications and I will highly recommend it to many people that do not know they needed it!

by Ariel Kalma (address supplied)

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Keywords: Vibration_Machine_Vitality600
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09-19-2006, 04:35 PM

26

PikaB

Senior Member

(male)

Join Date: Apr 2006
Location: Tempe, AZ
Posts: 134

Re: vibration therapy

Quote:

Originally Posted by **Crohnietoo**

PikaB, how did you find out about the electromagnetic radiation? The Soloflex seems to be the only vibrating therapy w/in financial reach of the average retired Jane or John Doe so I've been giving serious consideration to buying one.

I found out about the radiation by using an ELF monitor (extremely low frequency electronic radiation monitor), which I had purchased years ago, when there were worries about the radiation coming from computer screens and TV sets. The electromagnetic radiation is only high near the surface of the **platform** center, so hopefully it won't

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right near the surface of the platform center, so hopefully it won't affect feet and ankles anyway. I made a short video of the ELF test, but I don't think it is permissible for me to post a link to that video.

There is another machine in the same price range as the Soloflex WBV, namely the Health Mark Fibrafit, but to me it looks even more iffy, based on the product description. ☹ And the Health Mark Fibrafit has a much smaller **platform**, so if it also has high surface levels of electromagnetic radiation, you can't stand toward the edge the way you can on the Soloflex.

Quote:

Originally Posted by **DesertBloom**

*Can you tell me if you are just using this for **osteo**? I've read that it can help with pain from OA, fracture pain, etc... Are you using it for pain as well, and if so, does it help?*

No, I'm not using it for pain. Just for (hopefully) **osteo** and general health. ☺

Last edited by PikaB : 09-19-2006 at 04:37 PM, Reason: Misspelled word "effect" should be "affect"



Site Tips

[From our Health Guide: Osteoporosis Health Center](#)

09-19-2006, 06:14 PM

#7

DesertBloom ●

Re: vibration therapy

Senior Veteran
(female)

Join Date: Aug 2006
Location: CA, USA
Posts: 1,092

Quote:

Originally Posted by **PikaB**

*No, I'm not using it for pain. Just for (hopefully) **osteo** and general health. ☺*

Thanks for the info... I hope you get the results you are hoping for, for your general health and **osteo**.

I'm looking for anything that might help increase bone density, and if it would help the pain that would be a great plus too.

Are you using the Soloflex with a combination of exercises, or do you just stand on it? I read the user manual, and looked at the different ways to use this, and was curious how you were doing it.

Good Luck, and let us know if it works...



09-20-2006, 10:43 AM

#8

PikaB ●

Re: vibration therapy

Senior Member


Quote:


(male)

Join Date: Apr 2006
Location: Tempe, AZ
Posts: 134

Originally Posted by **DesertBloom**

...Are you using the Soloflex with a combination of exercises, or do you just stand on it? I read the user manual, and looked at the different ways to use this, and was curious how you were doing it....

Well, since you asked...

I wear five pounds of shoulder weights while on the WBV **platform**, because I think shoulder weights should increase the effect on bones. And it makes logical sense to me that some sort of movement should be more beneficial than just simply standing on the **platform**. As part of my daily **non-platform** exercises, I do 45 minutes of Dao Yin (Chinese movement exercises, sorta like Tai Chi but easier). After experimenting with a few exercises on the WBV **platform**, I settled on the Dao Yin exercise "Shouldering the Sun and Moon" because for me it feels right. That exercise involves arm movement and turning at the waist, but the feet do not move, and the knees do not bend. That's my basic exercise for the 10 minutes that I'm on the WBV **platform**. 



11-04-2006, 07:43 PM


#9

mama carlota


Junior Member
(female)

Join Date: Mar 2006
Location: Mexico City, Mexico
Posts: 24

Re: vibration training

 Hi, PikaB, I have a dumb question. I have purchased the Soloflex and just read the post about the electromagnetic radiation. What does this affect? Will it affect my thyroid problems? I have been using it and seem to be feeling some benefits, but don't want to mess up my thyroid problems. Thanks, Mama Carlota



11-05-2006, 12:03 PM

#10

PikaB

Senior Member
(male)

Join Date: Apr 2006
Location: Tempe, AZ
Posts: 134


Re: radiation?

I don't really know what effects that level of electromagnetic radiation would have. But if you are standing on the **platform**, the strong radiation doesn't go much above your ankles, so I don't think that using it for such a short period of time would have much of an effect, as long as you don't sit or lie on the **platform**.



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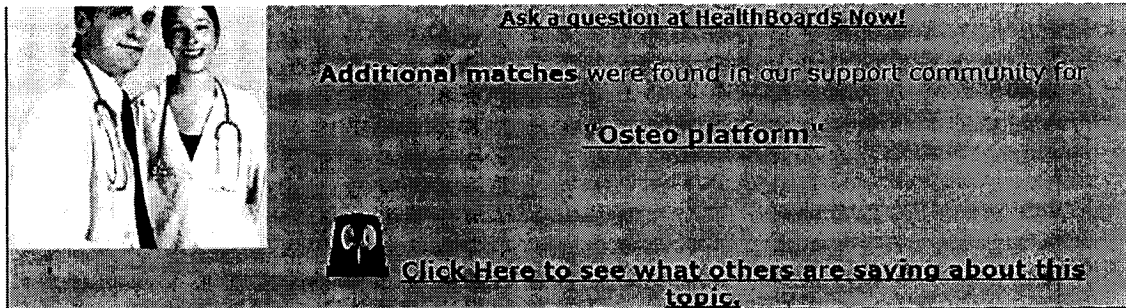
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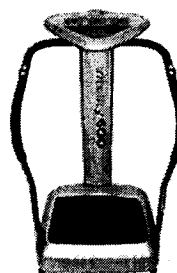
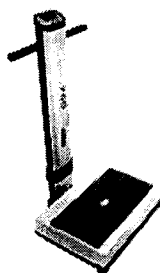
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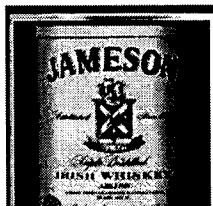
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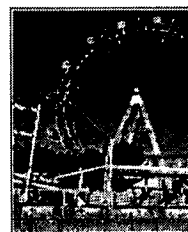
The Healthy Skeptic: First Impressions of the Soloflex Whole Body Vibration Platform

Written by [Sal Marinello](#)
Published August 07, 2007
Part of [The Healthy Skeptic](#)

I was able to score a Soloflex Whole Body Vibration (WBV) contraption from a client whose husband had been impressed by Soloflex's fantastic claims with regard to what their vibrating **platform** could do. After using the WBV for a couple of weeks, he abandoned the **platform** and it had been collecting dust in the garage. As my client was complaining one day about how he wasted his money on two – two! – of these things and wasn't using either of them, I pounced



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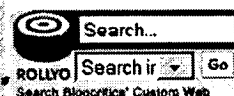
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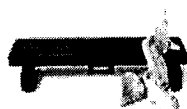
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and asked if I could borrow one.

Of course, she said yes.



Let's start by talking about the **platform** itself. The WBV's dimensions are similar to those of the old school Reebok step-up platforms that hit the scene in the 80s – though not as high off of the ground – and are smaller than I would have imagined. From the images in the manual you get the impression that the **platform** is bigger than it actually is. With my size 9.5 feet, my shoes are longer than the **platform** is wide, so when I stand on the device my feet hang off in front and in back. The length is also on the short side, so anyone that's over 5' 8" won't be able to perform a proper lunge, or many other of the recommended moves, on the **platform**.

Speaking of the manual, it is a tribute to misinformation. On the front page the Soloflex folks provide us with a lesson in "over-extrapolation" when they tell us that, "Gravity is acceleration. Gravity can be induced by resisting a load (e.g. lifting weights), and now, by mechanical means (WBV). That means you can stand still on a WBV **Platform** and get a good workout." Stand still and get a good workout? Research certainly does not back up this statement.

The back page – under the bold heading "It works for doggies, too," – the manual tells us that, "The Soloflex WBV **Platform** (\$495) along with static exercise, works like a moderate weightlifting program." Taking into account the results of recent research, it's being kind to say that this statement is a stretch. Unless of course Soloflex is referring to *dogs* lifting weights versus standing, or sitting, on the **platform**.

On the inside of the manual it says, "Just standing on a WBV **platform** will make you sweat." I can tell you flat out that I stood on this **platform** for 10 minutes and did not break a sweat. In contrast, when I perform dynamic flexibility exercises I start sweating at around the 4-minute mark, as do my clients.

The manual also recommends visiting the Soloflex website to learn more about WBV but all that is provided are the same inconclusive and flawed studies that have been touted by the other WBVers as proof.

Here's a little tip. When you read about a study in which positive results were achieved, be less impressed by the results if "older," "untrained" or "sedentary" individuals were the subjects and if the study lasted 10 weeks or less.

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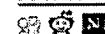
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Older, untrained and/or sedentary individuals are often used as subjects in studies because they are almost certain to show improvement when any kind of regular exercise or activity is introduced into their lives. The human body will always respond to exercise and activity regardless of how long it has been deprived of it. Older untrained/sedentary subjects will show more relative improvements than their younger counterparts, as older folks have had more time to fall into disrepair. Some of the most startling improvements have been found in studies involving the oldest and most sedentary members of the population.

Studies that last less than 10 weeks should be viewed with a discerning eye, especially if the study also employed the above mentioned older/sedentary group. With the introduction of any new activity, any improvements found during the first 2 months are due to neural factors – learning – not increased muscle mass/strength. Simply put, as people learn new tasks they get better at doing them. Only after this initial learning phase can the impact of an activity or exercise on an individual be judged. By the way, this study from the University of New Mexico that discusses the adaptations to exercise serves as a great rebuttal to the folly being perpetrated by the pro- WBV crowd.

It really should be no surprise that the manufacturer of a WBV device would use the results of studies in this manner. If you've read my other pieces on this subject, you're familiar with that old chestnut.

The WBV **platform** produces an awful vibration and sound when you plug it in and turn it on, and depending on where you have the **platform** it's varying degrees of god-awfulness. On a wood floor, upstairs on a wood floor or anywhere upstairs for that matter, on ceramic tile or on carpeting. Pretty much anywhere you put this thing it creates quite a racket. Even in my basement on a thick rubber mat the sound was ridiculously unpleasant.

As a matter of fact, one of the reasons that my client's husband stopped using the WBV was because of its inconvenience of use.

So for the sake of my continued domestic bliss I brought the **platform** to my training facility where the larger area and rubber flooring can somewhat dampen the sound produced by the WBV. In my totally non-scientific sampling of opinions, the results are unanimous in that people would never buy this equipment knowing that it produced this vibration/sound. It's really that loud.

To stand on this **platform** is an extremely unpleasant experience. The vibrations rattle your teeth and are every bit as unpleasant – if not more so – than the sensations encountered when doing real exercise. For exercise stretching on the California WBV seems like a

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exercise. Ten minutes stretching on the Soloflex WBV seems like 2 hours, and for the Soloflex people – or any WBV proponent – to make the case that sedentary individuals would find this method of "exercise" appealing is to be totally unaware of the nature of people who dislike exercise.

The person who is turned off by the idea of walking around the block or climbing steps several times a day is NOT going to stand on this **platform** for 10, 20 or 30 minutes, let alone perform flexibility moves or weight lifting exercises on it.

For anyone who is over 5' 8" and can handle a decent amount of weight while performing exercises, the Soloflex WBV **platform** won't get the job done. I can't see how anyone using dumbbells of 50 pounds or more will feel comfortable standing, squatting, lunging or pressing this weight while standing on the smallish **platform**. Given the research that indicates the vibrations need to be closer to targeted areas for there to be a chance for WBV to have any effect, there's no reason to bother with any upper-body exercises anyway.



But despite all of my reservations regarding the Soloflex WBV, I will continue to use it and report back on my experiences. And if I can get any of my staff or clients to give it a shot, I'll be sure to include their comments in future entries. Although for what it's worth the Soloflex WBV, thanks to the noise and sensation, has turned off several clients and all staff alike. And these folks aren't even aware of the shaky research grounds on which its use is based.

Stay tuned.

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Sal Marinello is a National Strength and Conditioning Association Certified Strength and Conditioning Specialist and Certified Personal Trainer, a U.S.A.

Weightlifting Certified Coach, a full-time, private Professional Strength and Conditioning Coach, an assistant football coach and a Head Strength Coach for a suburban New Jersey High School. He writes a lot and has no free time.

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The Healthy Skeptic: First Impressions of the Soloflex Whole Body Vibration Platform

Published: August 07, 2007

Type: Opinion

Section: Sci/Tech

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Comments

#1 - August 9, 2007 @ 03:07AM - TC [URL]

Hello Sal,

Thank you for testing on SOLOFLEX and pointing out all the disadvantages of this particular device. However, trying on a poor vibration training device is not the correct way to evaluate the concept and the effect of this training technique.

Let me quote two examples:

your info sucks
See More Comments!

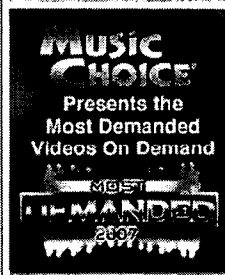
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Example 1:

I heard from TV news a month ago, someone in China bought a very cheap piston-controlled height adjustable office chair. Just a short while after she brought it home, the piston under the chair exploded for unknown reason while the lady was sitting on it. The lady's buttocks were seriously injured and was sent to hospital. Put it in your way of thinking in evaluating WBV by trying on SOLOFLEX, perhaps we all shall keep away from chairs with piston, BECAUSE THEY ARE ALL DANGER!!

Example 2:

Someone puts a 5W light bulb on the ceiling in the sitting room and complain light bulb is useless in lighting. Where is the problem in this scenario?

I am glad after many of us who stand for WBV, urging you to give it a try, you finally did. Unfortunately, you picked the wrong device for your first time experience on WBV.

Let me point out some problems with SOLOFLEX and your trial:

Regarding SOLOFLEX:

1) SOLOFLEX quote the studies on WBV to support their product is misleading because their specifications are not even closed to the devices that were used in most of the studies.

2) Although SOLOFLEX omitted to state the loading capacity of the its motor. It must be weak by learning that the whole device weighs only 35 lbs. If their motor was powerful, its weight would not be able to hold itself on floor and it would dance around. I did not read such happening from your thread so I guess it stays firm on floor while working. So, this confirm my guess that it is weak. For a decent WBV unit, its motors can generate tenth of G-force gravitational load, it therefore requires a heavy base, no less than 50 kg (100 lbs.) for home model or 100 kg. (200+ lbs.) for professional model!!

3) A WBV platform without handrail is also dangerous because a decent device will create a wobbling action. The design of SOLOFLEX indicates either its designer is lack of knowledge or

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SOLOFLEX indicates either its designer is lack of knowledge or this device is "too gentle" for either therapy or training, it may help a bit in promoting circulation but no more.

4) Using of external weight like dumbells or barbells. I have seen some WBV centres make use of external weights to enhance training effect especially for body-building and for elite sports. However, this kind of application should only be done in professional centre under supervision. For home use, I completely against it because the wobbling action of a WBV device will be a challenge to exerciser's balance, exerciser may get injury when one intends to reach out to regain balance but hands are holding weights.

Regarding Sal's comment:

1) Rattling teeth - yes it is a side effect of WBV especially with lineal mechanism and it is unpleasant. However, it can also be avoid. Firstly, if an exerciser is doing a stance pose, flex knees and raise heels a bit. Secondly, simply slightly open the jaw.

2) Ten minutes on WBV like two hours - this is very subjective and personal opinion. Most people who enjoy doing WBV because duration is short and managable both physically and mentally. To compare with running on treadmill or cycling on static bike in gym for 30-45 minutes, WBV becomes a easier task for majority who are laymen and not addicted to sports activities. However, you are also right, for some really lazy people, even 10 minutes of WBV is too much, holding a static position like squat for 30-sec. is too difficult. No one no service can cater all people. WBV is just another form of exercises among swimming, jogging, Yoga, Pilates, Aerobic Dance, doing machines in gym Let the people to make their own choices.

3) You sound against using laymen as subjects to study effect of WBV. Please understand except some athletic clubs using WBV as intervention in training program for elite sports, majority of WBV users are laymen, they receive WBV training for rehabilitation reason or for better health, general well-being. Recruiting laymen for studies make perfect sense to me.

4) You quote a study trying to challenge WBV studies of less

4) You quote a study trying to challenge WBV studies of less than 10 weeks. I do not have a recognised qualification to challenge any institutional study; however, I see noticable increase of muscle mass by WBV in my clients and they are either senior people, laymen and amateur sport players.

Sal, if you truly want to test WBV through trial, first of all, you need to do some research so that you know how to select a good device for the trial. WBV device is very different from the tools that you daily use in your professional career, like weight disc. A weight disc is weight disc no matter who manufactures it; perhaps one has a better finishing than the other but it is a weight, that's all. In WBV, devices can be varied in big difference between one and other. Just quote the example with light bulb again, a 40W bulb would be very bright as a table lamp, putting it on the ceiling for a 100 sq. ft. room, you will find it very insufficient.

TC

#2 - August 9, 2007 @ 06:08AM - Lloyd Shaw [\[URL\]](#)

You dont get it do you TC..

Sal has picked that platform as he knows it is not a Vibration Training device and it already has had lots of bad reports. He is desperatly trying to support his previous blogs that this technology can't work.

Note: He still has not explained why he got Vibration and Electric current confused in another article.

He is not fooling anyone anymore but himself.

#3 - August 9, 2007 @ 06:16AM - TC [\[URL\]](#)

Lloyd,

I have been tired to communicate with Sal on the issue of effectiveness of vibration training.

My response is actually not for Sal but for readers especially those who are new to vibration training; so that they would not be misled by Sal's bias.

TC

#4 - August 9, 2007 @ 08:10AM - sal m

TC:

in pointing out the shortcomings of WBV using the Soloflex product my aim is to keep unsuspecting consumers from spending their hard earned money on a product that does not - cannot - do what's it's advertised to do.

i appreciate your comments. however, in light of the lack of research that exists to support the use of WBV for the vast majority of the population, and the way WBV proponets have misused, overstated and corrupted the process of gathering and presenting data, WBV shouldn't be taken seriously.

as a consumer and someone who has seen all kinds of gimmicks and gadgets come and go, i am pointing out that the research the WBV proponets use to support this method does nothing of the kind and that recent research has indicated that WBV may only have a narrow application, if any. and certainly not for people who are capable.

WBV folks don't seem to like the fact that the actual studies are being looked at in detail. there is no such thing as exercise without movement no matter what people in the lab coats say.

#5 - August 9, 2007 @ 08:31AM - Di Heap

Hey Sal,

Watch who you are calling incapable. In New Zealand we have many elite athletes, big rugby players, sprinters, endurance athletes, cricket players and others who are very capable and yet they choose to pay \$'s to use Vibration Training Machines. They are not Soloflex brand though.

And Me. I'm just an average user of Vibration Training. I do

And Me. I'm just an average user of Vibration Training. I do some sport but not much over winter time here but I am definitely capable. I pay \$'s to use these machines and I wouldn't be doing that If there was no benefit to me in fitness and strength.

Please try out a decent machine and then report back.

#6 – August 9, 2007 @ 08:45AM – Lloyd Shaw [URL]

There are no studies on my site Sal. And I have been warning the public and yourself for ages about the bad marketers/manufacturers .

But I think I am rightly concerned though that your past statements like....

"this is nothing more than a bigger version of the electronic stim pads"

"an incredibly flawed premise such as WBV."

Makes you look completely biased and lacking the knowledge to critic technology of this type.

How can we trust you are even going to try a decent unit at some stage ?

#7 – August 9, 2007 @ 08:50AM – Lloyd Shaw [URL]

Sal.....

The machine is meant to move you , so you move back into place. Trust me there is a lot of exercise in that simple operation.

The one you have is only designed to move the money from your wallet.

#8 – August 9, 2007 @ 13:42PM – sal m

Di Heap:

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United States Patent 5423862

Orthopedic treatment apparatus

US Patent issued on June 13, 1995

Inventor(s)

[James M. Clarke](#)
[Bruce D. Uhler](#)
[James M. Steink](#)
[Dana Jones](#)

[ABSTRACT](#) [CLAIMS](#) [DESCRIPTION](#) [FULL-TEXT](#)

Description

Assignee

[Mediflex Systems, Inc.](#)

BACKGROUND OF THE INVENTION

Application

No. 11135 filed on
1993-01-29

Current US Class

[606/242](#), [601/100](#), [601/86](#), [602/32](#)

Field of Search

[128/345](#), [601/100](#), [601/86](#),
[601/92](#), [602/32](#), [602/38](#), [602/39](#)

Examiners

[Primary: Robert A. Hafer](#)

The present invention relates to an orthopedic treatment table and especially to such a table which can simultaneously move a patient's body through multiple compound motions.

In the past, it has been common to provide various types of passive exercise devices which place a patient on a table or other exercise device which in turn moves portions of the patient's body through predetermined motions. These devices use electric motors and mechanisms, such as cams, links, and belts, to move portions of the patient's body. For instance, a passive exercise device for the leg

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Today, 10/15/07

September 13, 1968
An Wang obtained a patent for a calculating apparatus, a basic component of computer technology.

FILED BY: ROBERT L. HOBBS
Assistant David J. Kenealy

Attorney, Agent or Firm

William M.
Hobbs, III

patient's body. For instance, a passive exercise device for the legs might move each leg separately vertically in an up and down motion without the patient having to lift his own leg. Such devices are used in salons where a series of separate passive exercise devices place different portions of a body through different motions for exercising and toning the body. Similar devices have also been suggested by chiropractors and orthopedic surgeons as well as osteopaths for moving the body in certain predetermined motions. These devices are sometimes used with arthritic or other patients recuperating from accidents, strokes, or the like. Typical prior art U.S. patents can be seen in the patent to Annas, No. 3,620,210, for a sacroiliac rotator which has a table having a platform with motion provided on one end of the table in a generally horizontal back and forth reciprocation to move the lower part of the body relative to the upper part of the body with the movement of the body being at the pelvic or sacroiliac region. This table also provides for a vertical axis movement of the same table portion for moving on the sacroiliac region to bend the body along a common point and with a single motor using a crank mechanism. The Holme Pat. No. 1,400,546, shows an osteopathic treatment table for placing a patient in a variety of positions by the manual shifting of one end of the table in both horizontal and vertical directions and then locking the table in different positions. Similarly, the Davenport Pat. No. 1,011,038, shows a surgical operating table in which each end of the table can be rotated in a horizontal plane manually to position the patient. The Koenigkramer Pat. No. 1,453,013, shows a treatment table in which the table can be manually shifted in vertical and horizontal planes to position the patient. The Patton Pat. No. 1,830,071, is for a universal treatment table for use by osteopaths and chiropractors in different types of treatment and allows each end of the table to be shifted between vertical positions on pivots and allows one end of the table to be moved in a horizontal direction and also provides for shifting of the center table portion. The Murray Pat. No. 1,950,948, shows an osteo rotor providing for placing a patient under tension and also provides a circular motion to one end of the table. The Colston Pat. No. 2,494,746, shows a body manipulating table which allows for motorized vertical motion on one end of the table with the patient's legs strapped to the other end. The Lane et al. Pat. No. 3,998,218, shows a chiropractic table which enables a doctor to raise or lower individual cushions on the table while treating the patient on the table. The Lundblad Pat. No. 4,579,109, shows an apparatus for treating back ailments which allows tension to be placed on the patient while providing a motorized movement to one end of the table. The Albright Pat. No. 1,076,475, shows an early version of a revolving leaf treating table.

TABLE.

In contrast to these prior art patents, the present invention is for an orthopedic treatment table which allows a compound motion of each end which are individually controllable by cycle time as to vertical and horizontal motion to provide a compound motion on one end of the body while providing a compound oscillatory motion to the other end to provide greater flexibility to the compound motions and infinite variations in the cycles, which compound motions are directed to pivot within selected regions of the spinal column.

SUMMARY OF THE INVENTION

An orthopedic treatment apparatus has a frame having a first movable platform having a platform frame movably attached to the frame for a reciprocating motion on a first pivot having an intersection located in a region of the spinal column in a generally vertical motion. The first movable platform is movably attached to the platform frame for a generally horizontal reciprocating motion on a second pivot having an intersection within a region of the spinal column. A first drive motor is attached to the frame and coupled to the first movable platform for driving the platform in the reciprocating motion relative to the frame while a second drive motor is attached to the first movable platform frame and coupled to the platform for moving the platform in a generally horizontal reciprocating motion relative to the frame. A second platform is movably attached to the frame and movable relative thereto and is driven by a third drive motor attached to the frame and operatively coupled to the second platform to move the platform relative to the frame in a generally oscillatory motion about a pivot projected to be within a second region of the spinal column so that the orthopedic treatment apparatus moves plural portions of a patient through a plurality of compound motions which are adjustable by cycle time for each motion.

BRIEF DESCRIPTION OF THE DRAWINGS

Other objects, features, and advantages of the present invention will be apparent from the written description and the drawings in which:

FIG. 1 is a perspective view of an orthopedic treatment apparatus in accordance with the present invention;

FIG. 2 is a perspective view of the orthopedic treatment apparatus taken from the other side of FIG. 1;

taken from the outer side of FIG. 1,

FIG. 3 is a side elevation of the orthopedic treatment apparatus of FIGS. 1 and 2 having the cover removed and having phantom views illustrating movement;

FIG. 4 is a top plan view of an orthopedic treatment apparatus having the cover and portions removed and showing the horizontal movement in phantom; and

FIG. 5 is a partial perspective view of the orthopedic treatment apparatus with the cover removed.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring to the drawings and especially to FIGS. 1 and 2, an orthopedic treatment apparatus of table 10 is illustrated in perspective views having a cover 11 having a base cover portion 12, side cover portion 13, and top cover portion 14. The orthopedic table has a movable platform portion 15 which is for supporting a leg which has a cover 16 and a supporting pad 17 along with side supports 18 for holding the legs of a patient laying thereon in position during movement of the platform of table portion 15. A second platform or head supporting portion 20 has a support for supporting the head during motion of the platform 20. A fixed portion of the platform or patient supporting table 22 is also covered as is the fixed portion 23 having the side supports 24.

In operation, a patient is placed on the table 10 with his legs extending on the pads 17 between the side supports 18 and his head resting on the head support platform 20 in the head support 21. The operator can use the control 25 to program the movements of the platform portion 15 and the movement of the platform portion 20 through separate compound movement cycles at predetermined cycle movements in both vertical and horizontal directions which pivot in the plane of the spinal column and, at the same time, set the timer for a predetermined time of operation. Cable 26 is connected from the control 25 to control electric motors through relays. Three separate motors are utilized for different movement operations so that the cycles can be separately controlled in three different movement directions for the two platforms 15 and 20. Thus, a patient can have his leg portion moved relative to the hips which may be positioned on the portion 23 of the platform while the platform 15 moves up and down in a vertical direction and can simultaneously or alternately move left and right in a

horizontal direction. Each control for separate cycles of rotation or speeds and each control for the link of vertical up and down movement or horizontal left and right movement is entered by keypad into a local computer self-contained within the apparatus. The upward vertical movement is for lumbar flexion about a pivot located within the spinal column and the platform may be raised 35° from a horizontal while the down motion of the platform 15 provides a lumbar extension and may be 10° from horizontal for a total of 45° vertical movement of the platform 15. Each movement can be controlled for speeds from 1 to 15 cycles per minute and can be set to operate on a timed duration of anywhere between 1 and 60 minutes. Simultaneously with or alternate to the vertical motion of the platform 15, the head supporting portion can be rotated vertically about a pivot projected to the spinal column for cervical flexion of up to 15° vertically or for cervical extension by downward movement of 15° from horizontal. Each movement of the platform can have the speed varied from 1 to 15 cycles per minute and can be set for a time duration of between 1 and 60 minutes and separately controlled from the operation of the platforms. In addition, the horizontal right to left movement of the platform 15 can be used for lumbar lateral flexion and is controlled by a separate motor with a range from 15° to the left and right from a center null position and using a speed of between 1 and 15 cycles per minute for a timed duration of from 1 to 60 minutes. The motion and speed of each of the platforms is controlled as directed by the orthopedic doctor as needed.

Turning now to FIGS. 3, 4 and 5, the operation of each of the compound movements is illustrated in which the apparatus has a rigid frame 30 having a base frame 31 and a plurality of legs 32, two of the legs 33 having wheels 34 for ease of movement of the orthopedic treatment table. The platform 15 of FIGS. 1 and 2 is supported by a steel frame 35 having a rigid steel brace 36, both supported on a vertical steel platform frame member 37. The up and down motion is controlled by moving the vertical frame portion 37 and the rest of the frame with a rigid member 38 attached to a frame portion 40 which rotates on a pair of pivots 41 which lie in the plane of the spinal column to allow the frame 35 to move up and down in a vertical (rotation) direction. The link member 38 is rigidly attached to the frame portion 40 on one end but is moved by a link 41 movably attached with a pin 42 to the member 38 at the other end thereof. The rigid link 39 is attached at the other end thereof with a pin 43 to a shuttle member 44 which in turn is attached to a cog belt 45 which belt rides on a cylindrical idler gear 46 supported in a journal 47 to a frame member 48 which is attached to the frame 30. The cog belt is held at the other

with a gear attached to the shaft of a gear box 69 driven by the reversible motor 50. The gear box shaft is supported in journal 51 and a frame portion 49 forms a track for the shuttle member 44 as the cog belt 45 is driven back and forth by the electric motor 50. The frame 35 for the platform is also supported for horizontal movement by the shaft 52 as described hereinafter. While the shafts 41 are supported in bearings to the frame member 53, the rigid frame portion 54 allows the patient to be supported on a platform 26 attached to the frame 54.

The motion of the head platform 20 (FIG. 1) can be seen having the "second" platform portion 55 supported by short rigid links 56 to a pivot 57 held on a frame member 58 to the horizontal frame portion 59 which has a camming member 60 having a camming slot 61 for a cam follower 62 and a cam slot 63 with a cam follower 64 riding therein. The cam followers are both attached to the horizontal frame portion 59. The horizontal frame portion 59 is attached to a link 6B which is attached with a pin 66 to a moving shuttle member 67 driven by a cog belt 68 riding on a rotating cog gear 70 at one end and a cog gear 71 on the other end attached to a separate gear box 69 and reversible electric motor 72 which in turn is rigidly attached to the frame 30 which drives the cog belt 68 and in turn drives the member 73 and 67 to drive the link 6B to drive the member 69 to direct the platform 55 through a predetermined motion responsive to the operation of the motor 72 to move the shuttle member 67 back and forth, as can be more clearly seen in FIG. 5. Movement of the platform frame member 59 follows a predetermined path governed by the cam slots 60 and 63 in member 60 to force the cam followers 62 and 64 attached to member 59 in the set pattern effectively.

In FIGS. 4 and 5, the motor 75 has a gear box 76 for driving shaft portion 52 to move the platform frame 35 and the platform 15 (of FIG. 1) in a horizontal, left and right direction responsive to the cycle program for the motor 75. The frame portion 77 as well as the motor 75 are attached to the first movable platform frame 78 of the frame 35 to move with the frame so that the motor 75 and gear box 76, move with the frame 35 in a vertical direction while driving the frame in a horizontal movement, left and right, as shown in FIG. 4 in the phantom views. The speed of the motor 75 and the speed of the motor 50 are separately controlled so that the speed of the vertical movement, up and down, and the left and right are separately controlled for a compound movement based on different cycles to provide different benefits for different patients as prescribed by the physician. FIG. 4 also more clearly shows the linkage member 38 movably connected with the pin 42 to the linkage arm 41 and the arm 41 connected with

with the pin 42 to the linkage arm 41 and the arm 41 connected with the pin 43 to the shuttle 44 which rides on the cog belt 45. The motor 75 can be seen in this view as having the link member 80 movably pinned with the pin 81 at one end and 82 at the other end to support the horizontal or back and forth movement of the frame 35.

FIG. 5, on the other hand, shows a motor 75 connected to the gear box 76 and connected to the shaft 52 for controlling the horizontal movement of the frame 35. Similarly, the motor 50 controlling the gear box 49 is illustrated for driving the cog belt 45 to drive the shuttle 44 for moving the frame 35 in an up and down direction on the pair of pivots 41. This view also shows the operation of the motor 72 connected to the frame plate 83 for driving the shuttle member 67 riding on a shaft 84 to move the link members 65 to in turn drive the frame 59 to follow the pair of cam slots in the cam plates 60 with the cam followers 62 and 64 riding therein for controlling the head platform member 55 and head platform 20 (FIGS. 1 and 2).

It should be clear at this time that the operation of an orthopedic treatment table has been provided which provides orthopedic treatment to patients in accordance with an orthopedic physician's prescription which can be programmed for a series of compound movements of the patient, simultaneously or alternately moving the head in a predetermined fashion at one speed or cycle of movement and controlling the movement of the legs and lower torso in a vertical reciprocating motion and/or alternately in a horizontal reciprocating motion under different speeds to provide a different variety of compound motions each providing pivot locations within specific regions of the spinal column. This operation is provided by three separate motors driving three separate drive mechanisms to provide treatment tailored to a specific patient's orthopedic diagnosis. However, it should also be clear that the present invention is not to be considered limited to the forms shown which are to be considered illustrative rather than restrictive.

* * * * *

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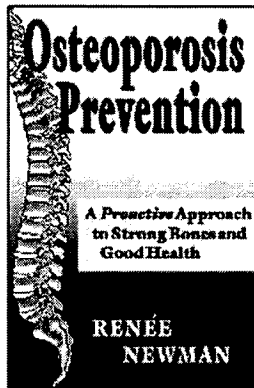
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"I was impressed with the comprehensive nature of *Osteoporosis Prevention* and its use of scientific sources. Citations from doctors and medical journals substantiate the information provided in the book. I was also impressed with the good exposition of bone density studies. This is helpful for the lay person because not all doctors discuss osteoporosis with their patients or fully understand it.

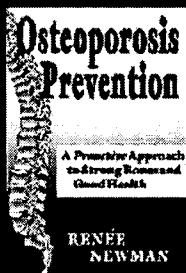
"The fact that the author has struggled with bone loss and can talk from personal experience makes the book more interesting and easy to read. Another good feature is that the book has informative illustrations and tables, which help clarify important points. I congratulate the author for writing a sound and thorough guide to osteoporosis prevention."

Ronald Lawrence, MD, PhD,

Co-chair of the first Symposium on Osteoporosis of the National Institute on Aging

"Very strongly recommended reading for anyone having to deal with the condition of osteoporosis in their family or family history and is seeking to avoid bone loss themselves, *Osteoporosis Prevention: A Provocative Approach To Strong Bones And Good Health* by consumer writer Renee Newman is a competent and

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Approach to Strong Bones And Good Health by consumer writer Renee Newman is a competent and thoroughly "reader friendly" approach to preventing osteoporosis. Inclusive of information on how to: help prevent osteoporosis and broken bones; get enough calcium and other bone nutrients from food; make exercise safe and fun; retain a youthful posture; select a bone density center; get maximum benefit from your bone density exam; understand bone density reports; avoid being duped by advertising; help seniors maintain their muscles and their bones; how medical professionals can motivate patients; and how to be a savvy patient. Osteoporosis Prevention should be a part of every community health center and public library Health & Medicine reference collection for non-specialist general readers."

Midwest Book Review

"A wonderful, wonderful book! Anybody concerned about osteoporosis should definitely read it."

Frankie Boyer, host of the nationally syndicated Frankie Boyer Show

"Plenty of women's health guides cover osteoporosis as part of their overall view on women's health and aging: **OSTEOPOROSIS PREVENTION: A PROACTIVE APPROACH TO STRONG BONES & GOOD HEALTH** goes beyond introductions to advocate an actual prevention program beginning with getting enough calcium and exercise to understanding differences between bone density testing centers, getting the most from such a report, and avoiding common problems."

Bookwatch

"I really liked the personalized examples in this book and the overall depth of information. I learned things I'd never known before. For example, I didn't realize how many different diseases and drugs could lead to osteoporosis. I finally learned what the term "AP spine" meant. I'd been using it for years without knowing its meaning. I also learned a great deal about bone density reports and testing.

"*Osteoporosis Prevention* has a very user-friendly layout and writing style, which makes it easy to read. I've given copies of it to my sister, a couple of friends, and I've mentioned it to some of my patients. It has a lot of beneficial advice on diet, exercise, supplements and posture. I highly recommend this book to anybody who wants a good overview of osteoporosis prevention."

Cathy Davis, orthopedic nurse

"I very much enjoyed reading *Osteoporosis Prevention*. I felt like I was on an educational adventure into the world of DXA tests and bone health. Rather than being very stiff and dry educational, I found the reading to be captivating, with warmth and personal enthusiasm. Recently entering the world of menopause myself, I was delighted to find a book that encouraged me to be proactive about my own bone health, even if my medical insurance won't pay for a DXA test yet.

"On a professional level as an RN on an ortho-neuro floor, I get to see first hand the problems that osteoporosis can contribute to with spine and bone fractures. It definitely slows the healing process down and tarnishes the "golden" years. Proactive prevention is definitely the way to go and this book enthusiastically encourages that."

Mary R. Mercado, RN

TABLE OF CONTENTS

1. Why I Decided to Write a Book on Osteoporosis

Short Answers to Basic Questions about Osteoporosis

2. Density Versus Strength

Quiz: Chapters 1 & 2

3. Who is at Risk?

Osteoporosis Risk Factors you Cannot Change

Osteoporosis Risk Factors You Can Change

Diseases & Disorders that can Lead to Osteoporosis

Medications that can Cause Osteoporosis

medications that can cause Osteoporosis

Quiz: Chapter 3

4. Basic Bone Terminology

Quiz: Chapter 4

5. Making Exercise Safe & Fun

How we Know that Exercise Makes Bones Denser

What Types of Exercise are Good for Bones?

My Experiences with Four Types of Exercise

Bone-loading Activities for the Hip, Spine & Wrist

Choosing a Trainer

Making Exercise Fun

Incorporating Exercises Into Your Daily Activities

How to Help Seniors Maintain their Muscles & Their Bones

Quiz: Chapters 5

6. Why I Volunteer in an Orthopedic Ward

7. Posture and Osteoporosis

8. Calcium

How Much Calcium Do People Need

How to Determine the Calcium Content of Food

What Type of Calcium Supplement is Best?

Substances that Reduce Calcium Absorption

Substances that Cause Calcium Loss

Guidelines for Consuming & Buying Calcium

Consequences of Too Much Calcium

Is Coral Calcium Better than other Calcium?

Is Milk Bad for the Bones?

9. Other Bone Nutrients

Vitamin D

Magnesium

Vitamin K

Boron

Zinc

Vitamin B12

Plant-derived Estrogens

Nutrients that can be Bad and Good for Bones

10. Fighting Osteoporosis & Losing Weight

Osteoporosis, Body Weight & Dieting

Osteoporosis and Eating Disorders

How I Lost Weight Fighting Osteoporosis

How You can Lose Weight yet Get Adequate Nutrition

A Wish List for Eating Out

11. Osteoporosis Drugs: Pros & Cons

12. Vibrating Platform Therapy

Promising Results for Lay People

Making Vibration Therapy Safe

13. Understanding Density Reports

What is a T-score?

What is a Z-score?

What's More Important the T-score or the Z-score?

What's the Difference Between the T-score and BMD?

14. Bone Density Testing

Types of Bone Density Tests

How Accurate are Bone Density Tests?

Who Should be Tested?

Osteoporosis in Men

How often Should People be Tested?

Contrasting Experiences With Bone Density Testing

Results of my Interviews about Bone Density Centers

Are Bone Density Tests Worthwhile?

Measuring Bone Turnover with Blood & Urine Tests

15. Side Benefits of Bone Density Tests

How Bone Density Tests Can Helped You

Why Testing Centers Should Communicate with Patients

Why Technologists May Not Discuss Test Results

Paying for Bone Density Tests

Finding a Bone Density Center

Should a Doctor's Order be Required for DXA Tests?

Why You Should Study your Density Reports Instead of Relying Solely on your Doctors

16. Pros & Cons of Giving Patients Their Medical Reports

Why Keeping Copies of Your Test Results Comes in Handy

Doctor's Concerns About Giving Patients Their Medical Reports

17. Hip and Spine Density Tests: A Case Study

My Bone Density Exams

Four-year Study of the Changes in my Bone Densities

My Bone Density Data

Follow-up Visit with an Osteoporosis Specialist

Don't Be Duped by Testimonials

My Conclusions from this Four-Year Study

18. How to Help Prevent Osteoporosis & Broken Bones

Osteoporosis Websites

Bibliography

Index

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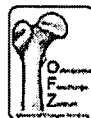
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Contact: Dr. Simon von Stengel
PD Dr. Wolfgang Kemmler

further
information



The Osteoporosis Research Group is currently engaged in two interdisciplinary interventional studies in the area of sports and health with focus on osteoporosis research. The main topic of the Senior Fitness and Prevention Study (SEFIP) – a randomized 18 month exercise study – is to evaluate the impact of physical exercise on medical condition, physical fitness, important risk factors and costs of the health care system. A group of 246 women over 65 are participating. The effect of rehabilitational sport exercises (2x/week) including aerobics (20 min; 65-80% HFmax), coordination exercises and body and leg strengthening (25 min/15 min) is compared to the effect of a wellness program including relaxation techniques and a light fitness program (1x/week, 60 min.). All participants are provided with calcium and vitamin D based on an initial analysis of the diet. In respect to osteoporosis risk factors bone density is measured by different methods (DXA, QCT, US) and at different body regions and the frequency of falls is taken into account by a questionnaire filled out by each participant. In addition to the osteoporosis risk factors also those

out by each participant. In addition to the osteoporosis risk factors also those of cardiovascular diseases like blood lipids, blood pressure, adipose, abdominal fat and girth are investigated. The recording of outpatient and inpatient treatment and costs will show how far the intervention affects the health care systems and if a support of special exercise programs by public authorities is reasonable.



In a second study, the Erlanger Longitudinal Vibrations Study (ELVIS), the impact of "whole body vibrations" applied by a vibration platform is analyzed. 50 women over 65 years old take part in a defined rehab training program in which the strengthening of the legs is done on vibration platforms (25-35 Hz). Topics are the osteoporosis risk factors examined by the bone density (DXA, QCT, US) and the frequency of falls and the parameters of neuromuscular capacity (strength, speed, balance). The results of this "vibration group" is compared to the data of the SEFIP study both to a group of 50 matched women of the rehab sport program and to a group of 50 matched women of the "wellness group". This study will make an important contribution to the discussion if special vibration exercises will improve the neuromuscular system and reduce the osteoporosis risk factors. Both studies, SEFIP and ELVIS, are designed according to the regulations of the International Committee of Medical Journal Editors (ICMJE) published on <https://register.clinicaltrials.gov>.

In the technical area research efforts focus on expanding dual x-ray absorptiometry (DXA) into a 3D method. Within an international collaboration an anatomical atlas of the femur is developed based on the advanced bone segmentation methods developed in Erlangen. The atlas will then be used to reconstruct a 3D dataset from a limited number of 2D projections measured by DXA. For this purpose the DXA scanner of the IMP is the first worldwide capable to handle this new 3D DXA mode. Independent of the progress in DXA

capable to handle this new 3D DXA mode. Independent of the progress in DXA the software for 3D QCT of the hip and the spine is used successfully in several clinical studies.

International Cooperations

Prof. H.K. Genant, Osteoporosis Research Group, Univ. of California at San Francisco, USA

Prof. J. D. Laredo, Hospital Lariboisière, Assistance Publique, Hôpitaux de Paris, Prof. J. Adams, Imaging Science and Biomedical Engineering, University of Manchester

Prof. J. Mayhew, Truman State University, Missouri, USA

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OSTEOPOROSIS; Device may help prevent bone loss in the frail *Medicine & Law Weekly* October 28, 2005 [\(Copy w/ Cite\)](#)

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Weight-bearing exercise is one of the principal recommendations for preventing and treating the loss of bone density that can lead to osteoporosis. However, exercise isn't always possible, particularly for the frail.

An experimental device may help solve this problem, reports the October 2005 issue of the *Harvard Women's Health Watch*. Research strongly suggests that a few minutes of standing on an oscillating **platform**, about the size and shape of a bathroom scale, can do as much for bone density as longer bouts of more typical weight-bearing exercise.

Users stand on the **platform** while it produces small, barely perceptible **vibrations** that mimic what muscle cells do during common activities such as standing, maintaining balance, and walking. These tiny muscle contractions exert many small stresses on the bone, which can promote bone-building activity. Bones become stronger literally from the inside out.

The device is not yet available in the United States. A large clinical trial is being planned to gather the data required for U.S. Food and Drug Administration (FDA) approval, although the machine will be marketed in other countries by the end of this year.

Harvard Women's Health Watch cautions that even if the device becomes available in the United State, you shouldn't put away your walking shoes - exercise conveys many other health benefits besides keeping bones strong. But for women who can't participate in more vigorous physical activity, the device may prove quite useful.

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The Non-Drug Treatment for Osteoporosis

Frequently Asked Questions

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The following Frequently Asked Questions (FAQs) and answers can be helpful to better understand Osteoporosis, Dynamic Motion Therapy (DMT) and how the **Juvent 1000** works. Please click on any question below and you will be taken to the answer.

- Is the **Juvent 1000** Dynamic Motion Therapy (DMT) **Platform** easy to use?
- What does a treatment feel like on the **Juvent 1000**? Is it safe?
- Is the **Juvent 1000** noisy?
- How does DMT work?
- Are there clinical studies and research to support that the **Juvent 1000** not only stops osteoporosis but actually helps grow new bone?
- How does the cost of a **Juvent 1000** compare to ongoing drug therapy for osteoporosis?
- What kind of support does **Juvent** offer for its product?
- Who Needs a Bone Mineral Density Test?
- Who is at risk for osteoporosis?
- Does DMT have any side effects?
- How do I purchase a **Juvent 1000**?
- Where can I get a demonstration of the **Juvent 1000**?
- Can I use the **Juvent 1000** with osteoporosis drugs?
- What's the difference between Dynamic Motion Therapy (DMT) and whole body vibration (WBV)?

and whole body vibration (WBV)?

- Is the Juvent 1000 all I need to prevent or stop Osteoporosis?
- Why is the Juvent 1000 not available in the US?
- Does leaning on something during therapy affect the results?
- Is there a stand available for patients who cannot easily stand by themselves?
- Is the unit suitable for multi-users or is it only designed for home usage by one person?

Q: Is the Juvent 1000 Dynamic Motion Therapy (DMT) Platform easy to use?

A: The Juvent 1000 is reasonably lightweight (20 lbs. / 9.6 kg) and portable. It can be used in the comfort of your home. You derive maximum therapeutic benefit simply by standing on the Juvent Platform in an upright relaxed stance (without footwear) for 20 minutes a day, five days a week. The medical device keeps track of your treatments for you.

⬅ BACK TO QUESTIONS

Q: What does a treatment feel like on the Juvent 1000? Is it safe?

A: The DMT vibrations are very gentle. The up and down movement is tiny – no bigger than the width of a few human hairs. Users report that the therapy is relaxing, makes them feel good and helps with postural stability. DMT is well within the safety limits set by the International Organization for Standards (ISO 2631/3).

⬅ BACK TO QUESTIONS

Q: Is the Juvent 1000 noisy?

A: No, quite the opposite. A treatment with the Juvent 1000 sounds like a gentle hum or buzz. It is so quiet that you can enjoy your treatment while reading, listening to the radio, watching television or talking on the phone!

⬅ BACK TO QUESTIONS

Q: How does DMT work?

A: Aging results in decreased bone mineral density and increased fracture risk. Type IIa muscle fiber activity also declines with age causing cardiovascular and postural stability changes which lead to falls and bone fractures. DMT restores type IIa activity with corresponding effects on bone formation, blood and lymph flow, and cardiovascular performance.

⬅ BACK TO QUESTIONS

Q: Are there clinical studies and research to support that the Juvent 1000 not only stops osteoporosis but actually helps grow new bone?

A: Clinical studies with the Juvent 1000 show an increase in bone mass averaging 2% per year in the spine and hip, the parts of the skeleton that experience the most stress and are most at risk of fracture due to bone loss. There are very promising ongoing clinical trials as well as over two decades of research that support the safety and efficacy of the Juvent 1000.

For more information, please visit the following pages:

[SCIENTIFIC SUMMARIES / REFERENCES](#)

⬅ BACK TO QUESTIONS

Q: How does the cost of a Juvent 1000 compare to ongoing drug therapy for osteoporosis?

A: The cost is less than chronic osteoporosis drug therapy. The durable Juvent Platform is designed to last a lifetime and can be used safely and effectively by all family members at risk of low bone density.

⬅ BACK TO QUESTIONS

Q: What kind of support does Juvent offer for its product?

A: If you are not satisfied with your Juvent 1000 medical device, you have 30 days to return it for a full money back guarantee. Juvent also offers a 24-month warranty (see warranty link for full details). If for some reason your medical device malfunctions, the Juvent 1000 will be replaced for the length of the warranty.

If your medical device malfunctions, please e-mail: info@juvent.com to report your problem.

⬅ BACK TO QUESTIONS

Q: Who Needs a Bone Mineral Density Test?

A: Anyone at any age, male or female with one or more of the risk factors for osteoporosis should have a dual energy x-ray absorptiometry (DXA) scan. A DXA scan is an x-ray which is analyzed to determine bone density. It is a simple and painless procedure using an extremely low dose of radiation. It is short (about 15 minutes), accurate and is carried out with the person lying fully clothed on a padded examination table. The most common areas to be scanned are the lumbar spine and hips.

The earlier osteoporosis is identified, the more that can be done to prevent it from progressing. For example, it is useful for women in their early to late 30s to have a baseline scan for comparison in their later years.

⬅ BACK TO QUESTIONS

Q: Who is at risk for osteoporosis?

A: Osteoporosis risk factors include:

- In women, if you were over 16 years of age before your first menstrual period, missed periods for more than 6 months and were not pregnant, had an early menopause or had a hysterectomy (with oophrectomy)
- In men, low levels of the male hormone testosterone (hypogonadism)
- Low body weight, history of an eating disorder (ie, anorexia, bulimia)
- Psychological stress
- Long term use of corticosteroid tablets (such as asthma medication)
- Maternal history of hip fracture
- Malabsorption, inflammatory bowel disease (Coeliac disease, Crohn's disease, ulcerative colitis) and gastric surgery
- Lack of exercise, long-term immobility or excessive exercise
- Heavy drinking
- Smoking

Your physician can assess your history against the risk factors above and determine whether you should have a DXA scan to measure your bone density.

⦿ BACK TO QUESTIONS

Q: Does DMT have any side effects?

A: No side effects have been reported with the Juvent 1000. People using the Juvent 1000 experience positive effects during and after treatment. You should, however, always consult your doctor before undertaking any medical treatment. Contact your local Juvent representative and we'll send your doctor information on the Juvent 1000 so he/she can help you make the best decision.

Use of the Juvent 1000 is contraindicated for people with conditions in which an increase in fluid to the heart may be detrimental, which includes people with congestive heart failure.

⦿ BACK TO QUESTIONS

Q: How do I purchase a Juvent 1000?

A: To purchase the Juvent 1000 DMT Platform, please e-mail: medivibes@eircom.net or visit us on our website at www.juvent.com.

⦿ BACK TO QUESTIONS

Q: Where can I get a demonstration of the Juvent 1000?

A: Juvent is holding osteoporosis awareness sessions and product demonstrations around the country. E-mail: info@juvent.com us to find out when we'll be in your area!

⦿ BACK TO QUESTIONS

Q: Can I use the Juvent 1000 with osteoporosis drugs?

A: There is no current published information on the interaction between the Juvent 1000 and osteoporosis drugs. Clinical studies are being planned which will compare the effect of DMT with various osteoporosis drugs. We recommend that you discuss this with your physician.

⦿ BACK TO QUESTIONS

Q: What's the difference between Dynamic Motion Therapy (DMT) and whole body vibration (WBV)?

A: Juvent's research and Dynamic Motion Therapy technology does not have any relationship to the technology or claims made by whole body shaker/vibration machines currently being sold for exercise and physical training. While the Juvent 1000 delivers a very pure, low-level vertical movement to the skeleton, these other devices deliver a very forceful, sometimes violent shaking motion in all directions!

The acceleration magnitudes used in these devices, approximately 8.0g to as high as 22.0g, are well beyond the limits recommended for human tolerance by ISO 2631 and OSHA standards, and should be considered dangerous to use, especially for the elderly. These machines deliver 10 to 25 times greater amplitude than the Juvent 1000. There is limited evidence that these devices do anything for bone. In fact, many of the scientific studies and basic science data that are listed on their websites are actually studies performed by Juvent and research into its device.

⦿ BACK TO QUESTIONS

Q: Is the Juvent 1000 all I need to prevent or stop Osteoporosis?

Q: Is the Juvent 1000 all I need to prevent or stop Osteoporosis?

A: It is also important to maintain a balanced diet which includes vitamin D and calcium-rich foods. Calcium is important in building and maintaining strong and healthy bones while vitamin D is necessary to help the body absorb calcium.

Exercise is also very important at any age. Since type IIa muscle fibers are lost with age and this leads to loss of balance and falls, decreased reflex time, hypotension, blurred vision, and an increased fracture rate, regular physical activity is recommended. Physical activity is the only single therapy that can simultaneously improve muscle mass, increase muscle strength, and improve balance and coordination. Most importantly, exercise will decrease the risk of fractures by reducing the risk of falls. Fall-risk reduction may be the biggest benefit of physical activity for the elderly population.

The Juvent 1000 is a great compliment to an existing exercise program and it provides a solution to those who are unable to exercise regularly. DMT restores type IIa activity and increases bone mineral density which, in turn, will help improve postural stability.

[⬅ BACK TO QUESTIONS](#)

Q: Why is the Juvent 1000 not available in the US?

A: Marketing and selling a medical device with medical claims in the US must go through a Food and Drug Administration (FDA) approval system which has to establish the device as both safe and effective. The FDA has decided that the Juvent medical device is safe and classified it as a non-significant risk device. Juvent has met with the FDA and will start a large clinical project in mid 2006. It is expected that this study will take a number of years to complete and receive approval.

[⬅ BACK TO QUESTIONS](#)

Q: Does leaning on something during therapy affect the results?

A: Leaning on something--taking your weight or partial weight off your feet--can significantly reduce the efficacy of the Juvent technology. The microstrain that the body's skeleton is subject to and is required particularly in the spine to control bone mineral density, is greatly reduced when you lean on a railing or other support surface. Also, bending your knees during treatment has the same negative effect. For best results, stand in an upright relaxed stance in your stocking feet.

[⬅ BACK TO QUESTIONS](#)

Q: Is there a stand available for patients who cannot easily stand by themselves?

A: Juvent is currently developing a sturdy, upright stand to ease the act of getting on and off the device, and keeping one stable during the 20 minute treatment time. This stand will be available in 2006.

[⬅ BACK TO QUESTIONS](#)

Q: Is the unit suitable for multi-users or is it only designed for home usage by one person?

A: Although designed for one patient, the device is durable and rugged and will allow for up to 3 to 4 users on a daily basis and will still fall under the warranty.

[⬅ BACK TO QUESTIONS](#)



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The Non-Drug Treatment for Osteoporosis

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How The Juvent 1000 Works

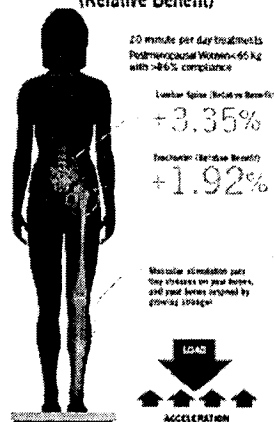
Rejuvenating the lower limbs and spine of the musculoskeletal system



To understand how the medical device works you must know about the relationship between muscle and bone within the body. Some of our muscle fibers (Type IIA) twitch or operate at a very rapid rate, even when we're simply standing still. This rapid muscle action helps us to maintain our upright posture and assists in blood flow return to the heart. Both of these low-force muscle activities encourage bone growth and strength.

With age, these muscle fibers do not work as well as they used to. It is believed that the rapid action Type IIA fiber is replaced by a much slower muscle fiber type⁴. This is how the Juvent DMT technology provides a solution. The Juvent 1000 therapy acts as a surrogate for the rapid muscle activity lost in aging, resulting in the prevention of bone loss and an increase in bone density, quality and strength.

The Juvent 1000 DMT Platform provides very small vertical movements of approximately 50 micrometers (about the thickness of

Difference in Bone Density Between Active and Placebo After One Year (Relative Benefit)¹



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a few human hairs) that repeat at a rate of approximately 34 times per second. This repetition rate is automatically varied to correspond to an individual's body mass. Consequently, the vertical motion transmitted to the musculoskeletal system by the Juvent Platform is barely noticeable. Because the vertical motion is so gentle, the therapy feels relaxing and users find it easy to read or watch television while standing on the medical device. The user simply stands on the Juvent 1000 Platform for 20 minutes each day to obtain the full benefits of the Juvent therapy.

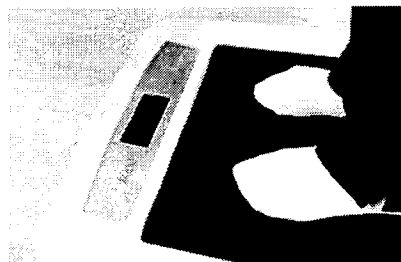
The Juvent 1000 is the only DMT medical device on the market.

Juvent's patented DMT technology is substantially different from whole body vibration (WBV) devices that involve violent

shaking and are marketed as a form of muscle strength training. There is no evidence that WBV has any positive impact on osteoporosis. The magnitude of Dynamic Motion Therapy is well within the limits set by the International Standards Organization (ISO 2631) and has been identified as a "non-significant risk" by the United States' Food and Drug Administration.



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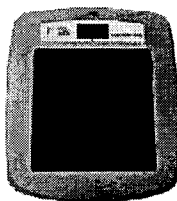


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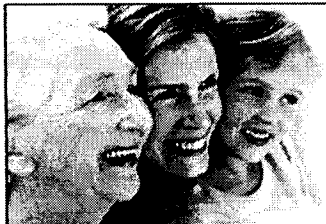
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About The Juvent 1000

- » Juvent 1000 Platform
- » Juvent and Sound Science
- » Company Information
- » How to Purchase the Juvent 1000



BACK TO TOP



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Global Sites



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DYNAMIC MOTION THERAPY

- » Space Age Technology
- » How It Works
- » Juvent 1000 Platform

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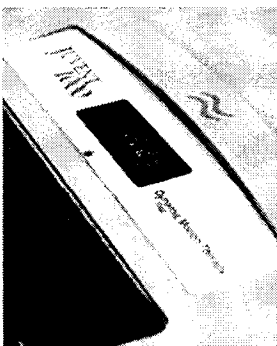
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The Non-Drug Treatment for Osteoporosis

Dynamic Motion Therapy

The Juvent 1000 Dynamic Motion Therapy Platform

The Juvent 1000 DMT Platform is a user friendly, home-use medical device that delivers a daily 20-minute treatment. The Juvent 1000 does not use any motors, cams, or eccentric weights. The Juvent Platform does utilize a patented single spring, unique four-point suspension system that stabilizes the action of the Platform while offering a significant mechanical advantage.



These features allow the medical device to be in mechanical resonance with the body mass of the person being treated. It also results in a very efficient and gentle system that requires very little power to operate (approximately 10 watts, or less than the power of a nightlight).

➔ JUVENT 1000 FACT SHEET & SPECIFICATIONS

May not be suitable for all patients

As with any medical treatment, we suggest that you consult with your physician about this therapy. Please read the information below regarding precautions associated with the use of the Juvent 1000 Dynamic Motion Therapy Platform. The Juvent 1000 may not be suitable for all patients.

Precautions

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There have been no reports of adverse effects with the use of the Juvent 1000 DMT Platform to date. This includes thousands of treatments in children, adolescents, and adult women and men.

Juvent Medical, Inc. feels a responsibility to provide as much information as possible to potential users. The following listing of precautions was developed from expertise with the technology and potential physiological effects.

The use of the Juvent 1000 DMT Platform has not been evaluated on the following conditions. Individuals with the following conditions or implants should consult their physician before using the medical device:

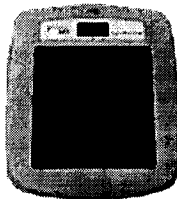
- pregnancy
- congestive heart failure
- past history of deep vein thrombosis and/or pulmonary embolism
- history of thrombophlebitis within 5 years
- sensitivity to motion sickness
- known retinal conditions (eye)
- joint implants
- pacemakers and implantable cardioverter defibrillators (ICDs)
- treatment/surgery for spinal conditions

Note: Some people who are used to very little physical exercise or activity may initially feel tired after the recommended 20-minute treatment. If this occurs after your first treatment, you may wish to start with a shorter treatment time (for example, two minutes or five minutes) and/or rest a day in-between treatments. You can gradually increase the time you use the device over several weeks, until you can comfortably use it for the 20-minute treatment time.

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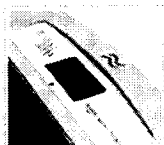
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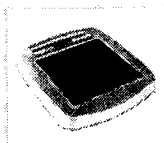
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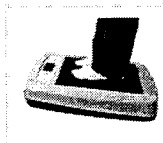
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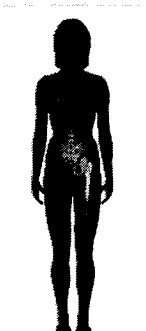
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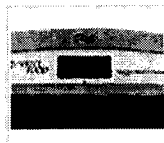
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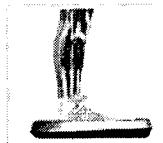
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Maharishi Ayur-Ved Products International, Inc. CORPORATION COLORADO
P.O. Box 49667 Colorado Springs COLORADO 809499667

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Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:
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VITAL LIVING, INC. CORPORATION DELAWARE 2800 South Rural Road Tempe
ARIZONA 85282

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Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:
VITAMIN, MINERAL, AND HERBAL SUPPLEMENTS. First Use: 1999/09/00.
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American Health Sciences, Inc. CORPORATION DELAWARE 7799 Leesburg Pike
Suite 1000, North Tower Tysons Corner VIRGINIA 22043

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Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:
a dietary supplement consisting of vitamins, minerals and herbs.
First Use: 1998/02/00. First Use In Commerce: 1998/02/00.

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Owner

Performance Platform, Inc. CORPORATION WASHINGTON 1912 S. 146th St.,
Suite 102 Seattle WASHINGTON 98168

Goods/Services

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S:
adjustable angle golf platform for practicing golf shots, simulating
uphill, downhill, and sidehill lies. First Use: 2000/10/13. First
Use In Commerce: 2000/12/10.

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SHAKLEE CORPORATION CORPORATION DELAWARE 4747 WILLOW ROAD PLEASANTON
CALIFORNIA 94588

Goods/Services

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:
Nutritional SUPPLEMENTS. First Use: 2006/01/07. First Use In
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Tomko Sports Systems, Inc. CORPORATION CANADA #165 - 6660 Graybar Road
Richmond, British Columbia CANADA V6W 1H9

Goods/Services

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: Golf
practice mats having artificial grass surfaces. First Use:
2001/06/29. First Use In Commerce: 2001/11/27.

Foreign Country Name

CANADA

Foreign Priority

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Foreign Application Number

1115749

Foreign Filing Date

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Attorney of Record

Jennifer Lee Taylor

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(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Owner

OCT USA, INC. PARTNERSHIP CALIFORNIA 20695 S. Western Ave., #242
Torrance CALIFORNIA 90501

Goods/Services

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:
Dietary supplements made from herbal extracts. First Use: 2002/01/31.
First Use In Commerce: 2002/02/01.

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BODSON, MICHAEL E.

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SERVICE MARK

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Owner

MS. LINDA WHITE INDIVIDUAL UNITED STATES 13490 MAHOGANY DRIVE RENO
NEVADA 89511

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Educational Services, namely, conducting courses, seminars and workshops in the fields of physical therapy, massage therapy and body work. First Use: 2003/02/28. First Use In Commerce: 2003/02/28.

Goods/Services

Class Status -- ACTIVE. IC 044. US 100 101. G & S: Physical therapy and massage therapy using movement, tension, resistance and points of balance to restore natural body movement and posture. First Use: 2003/02/28. First Use In Commerce: 2003/02/28.

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Examining Attorney
OSBORNE, STANLEY I.

Attorney of Record
Lara Pearson

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Registration Number

3197532

Date Registered

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TRADEMARK

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(4) STANDARD CHARACTER MARK

Owner

Nature's Sunshine Products, Inc. CORPORATION UTAH 75 East 1700 South
Provo UTAH 84605

Goods/Services

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:
Nutritional and dietary supplement; namely, liquid calcium supplement.
First Use: 2005/09/13. First Use In Commerce: 2005/09/13.

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KIM, SOPHIA S.

Attorney of Record

Michael E. Mangelson, Esq.

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A website created to help you prevent osteoporosis and select competent, education-oriented medical professionals. This web page gives preventative tips. Other avoidboneloss.com pages provide the following types of information:

- [Short answers to basic questions about osteoporosis](#)
- [How to get maximum benefit from your bone density tests](#)
- [How to be a savvy patient](#)

If you're interested in buying supplements, drugs, herbs, or "miracle" cures for osteoporosis, you'd better go elsewhere. There are no shopping carts on this website. Besides providing consumer tips on how to maintain your bones, avoidboneloss.com tells you where you can buy my new book *Osteoporosis Prevention: A Proactive Approach to Strong Bones and Good Health*. This website also gives some background information about me under [Author Interview](#).

Ten Tips for Preventing Osteoporosis

1. Keep active and exercise your entire body. Walking is not sufficient; it targets the feet, ankles and legs, not your hips, spine and wrists. According to the U.S. Surgeon General "The evidence suggests that the most beneficial activity regimens for bone health include strength-training or resistance-training activities. These activities place levels of loading on bone that are beyond those seen in everyday activities." (Page 171 of *Bone Health and Osteoporosis: A Report of the Surgeon General*)

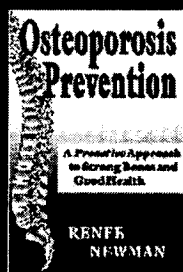
For optimal results, you should have a well-rounded exercise program that targets the weak areas of your skeleton. For example, if you have low bone mass in your hips, it helps to add hip exercises such as squats, lunges, and single leg lifts (side, front and back) with and without weights, and to use the hip adduction and abduction machines at a gym. **Consult your doctor before beginning an exercise regime**, start gradually, and have professionals verify that you're doing exercises correctly. If you have osteoporosis, have a physical therapist show you which exercises are safest and best for you.

2. Get good nutrition. For example, in place of soda pop, drink fruit juice, vegetable juice, milk, and/or calcium-fortified soy milk. Instead of doughnuts and packaged cookies, eat frozen yogurt, fruit desserts, low-fat ice cream, muffins made at home or at a bakery, etc. Instead of snacking on potato chips or pretzels, have some unsalted almonds and walnuts, which offer a variety of beneficial nutrients for your heart and your bones. A well-balanced diet high in fruits and vegetables and low in saturated or trans fat is ideal.

3. Take vitamin and mineral supplements if you're not getting enough calcium, vitamin D, magnesium and other bone nutrients from your diet. Chapters 8 and 9 in *Osteoporosis Prevention* will help you determine if you're getting enough of the most important bone nutrients. Lately there's been a lot of emphasis on getting enough vitamin D in order to promote calcium absorption. Some doctors are now recommending 800–1000 IU per day.

At the 2007 National Osteoporosis Foundation Symposium, several speakers stated that roughly 50% or more Americans are Vitamin D deficient and they recommended getting a Vitamin D blood test before starting prescription medication. Higher intakes of at least 700 IU of Vitamin D3 per day were recommended.

4. Avoid smoking and excessive drinking. They impair calcium absorption and inhibit the growth of bone-building cells.

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5. Consider adding soy foods to your diet. They contain plant estrogens, which may help reduce bone loss.

6. If the preceding measures aren't sufficient for maintaining adequate bone density, consider taking preventive medication. Chapter 11 in *Osteoporosis Prevention* discusses the advantages and disadvantages of various osteoporosis drugs. Discuss those with your physician. A key consideration should be the drug's effectiveness at preventing both vertebral and non-vertebral fractures.

A few doctors have stopped prescribing bisphosphonate drugs (e.g. Fosamax, Actonel, Boniva) for more than five years because studies have not shown a fracture benefit past five years and because they want to avoid over-suppressing bone turnover (the natural process of breaking down and building up of bone) in their patients.

7. If your bone density is low, find out about dynamic motion therapy when it becomes available in your area. This involves standing for 10–20 minutes a day on a medical device that has sound waves designed to stimulate bone formation. Last year (2006), it was approved and introduced as an osteoporosis therapy in Europe, Canada, Australia, and a number of other countries in Asia and South America by the Juvent company after more than twenty years of research. I had an opportunity to see the device and talk to company officials in Ireland just after it was launched on the market there.

Recently I saw them at the 2007 National Osteoporosis Foundation Symposium. They told me that the Juvent product (Juvent 1000) is now registered with the FDA as a Class 1 device and is being sold in the US for muscle strength and restoration because it stimulates key muscles such as the calf (soleus) muscle, which controls postural stance and balance. As a result, it helps prevent falls, fractures and muscle loss. The Juvent 1000 is currently being tested in non-company funded clinical trials on bone loss in America in order for it to receive FDA approval as a treatment for osteoporosis in the US.

NASA has co-funded many of the research studies behind Juvent's technology and is co-funding a study to evaluate DMT's efficacy in weightless conditions. Scientists hope that the technology behind the Juvent device can be used on the space station to help prevent the bone loss in astronauts that occurs in zero-gravity conditions.

A few people have started to market ordinary vibrating exercise machines as osteoporosis products. Some of these machines are unsafe and can cause permanent nerve damage. Before buying and using vibrational devices for osteoporosis prevention or muscle restoration, find out if they have been medically approved and shown to be safe and effective in clinical trials. Currently no medically approved devices are available in the U.S. for the treatment of osteoporosis. For more information, see Chapter 12 in *Osteoporosis Prevention*.

8. Learn about bone density tests before being tested. You'll profit more from the results. Bone density tests don't just tell you whether or not you have osteoporosis. They can give information that will help you design an exercise program to strengthen areas of low bone density; moreover, the images can reveal a variety of other medical problems you may not be aware of. It's helpful to deal with a testing center and specialist that will provide this information. For more details click on [density tests](#), [sample reports](#), and see Chapters 13, 14, 15 and 17 in *Osteoporosis Prevention*.

9. If possible, select an information-oriented test center that provides detailed reports of the spine and hip and that will discuss the results with you. Besides serving as a diagnostic tool, the results on bone density reports can help you select exercises that are right for your needs. See Chapter 15 in *Osteoporosis Prevention*.

10. Ask for copies of your bone density reports and chart your progress. People who are involved in their health care and who discuss the results with their doctors are more motivated to take preventative measures to maintain their bone health.

It's never too late to take steps to avoid bone loss. However, the sooner you start, the easier it is to prevent osteoporosis. In so doing, you'll also improve your overall health.

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Bone shaker could fight wasting diseases

19:00 08 August 2001

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Ian Sample

People with bone wasting conditions could do with a good shaking, according to US scientists. They found that sheep that spent time standing on a vibrating plate developed much stronger bones than those that did not.

"The animals would line up to go on this thing," says Clinton Rubin at the State University of New York. "And if you used your imagination, they looked like they were smiling." Scientists previously thought that bones were only strengthened when subjected to the kinds of strains produced by activities like walking or running. But Rubin says that even when a person stands still, the bones in their legs are subjected to small cycling strains - due to muscle activity - that could have an effect on bone cells.

To check, Rubin rounded up a herd of sheep and set about shaking them. Each sheep stood on a plate which vibrated imperceptibly - producing tiny strains in the sheeps' limbs at 30 cycles a second. After a year's treatment of 20 minutes, five days a week, Rubin measured how much bone the sheep had gained in their legs. "We saw that this produced tonnes of bone - a 35 per cent increase."

Bone building

Rubin says that the technique might work for people with osteoporosis and Peter Augat, at the University of Ulm, Germany, says the idea of treating people who can not walk easily is appealing - if it works

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who can not walk easily is appealing - if it works.

"We tried to repeat the study in people and were not able to reproduce these results - sheep may be more susceptible to these strains," he says. Augat's study measured women after subjecting them to similar strains twice a week for six months.

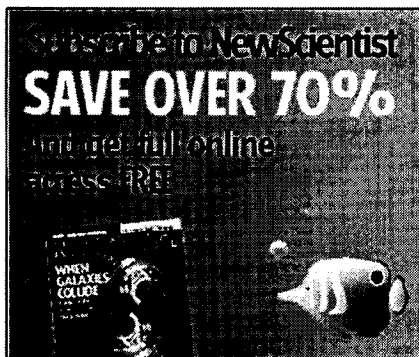
Rubin adds that the technique could even be adapted to help prevent astronauts losing bone mass while in space. "They get around two percent bone loss per month - which means they are losing bone about 12 times faster than people with osteoporosis on Earth," says Rubin.

Allen Goodship at the University of London has tested a similar idea on the Mir space station.

The cosmonauts exercised on a resistive step machine, but one footplate was adapted to produced additional high frequency vibrations in the bones; the other leg was the control.

In one cosmonaut, the bone densities of the untreated heel and shin bones fell by up to seven per cent during the flight but the treated leg lost no bone. However, the beneficial effect did not reach as high as the hip.

Journal reference: **Nature** (vol 412, p 603)



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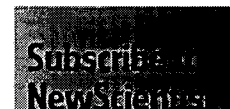
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Health News**Gentle Vibration Prevents Bone Loss.**

By Laurie Barclay, MD Reviewed by Gary D. Vogin, MD
WebMD Medical News

Aug. 8, 2001 -- A new study is giving out good vibrations.

The study, in this week's *Nature*, suggests that gentle vibration can improve bone growth. If the findings hold up in humans, they suggest a new way to prevent osteoporosis, or bone loss often seen in menopause, without drugs.

"Exercise may prevent osteoporosis, but we always thought it had to be short bursts of intense activity," researcher Clinton Rubin, PhD, tells WebMD. "Our work now shows that even very low levels of mechanical stimulation promote bone growth."

Without the force of gravity pulling on the skeleton, astronauts lose bone at the rate of 0.2% per month, Rubin explains. Conversely, a professional tennis player may have 30% more bone on his playing arm.

"The skeleton is a smart material accommodating the demands placed on it," says Rubin, a professor and chair of biomedical engineering and director of the Center for Biotechnology at SUNY Stony Brook. "Unfortunately, most of us tend to sit around too much, so bones get weaker."

In his study, adult female sheep treated with gentle vibration to their hind legs for 20 minutes daily had 30% more bone in their legs than did untreated animals after one year.

"This is very exciting, as it suggests ways to treat bone loss without drugs," says Robert Marcus, MD, a professor of medicine at Stanford University who reviewed the study for WebMD.

"Although there are FDA-approved drugs to prevent bone loss in menopause, most women probably don't want to take a drug every day for 40 years," Rubin says.

Or in some cases, the women *can't* take the drugs. Such is the case with two patients in Bangor, Maine followed by Cliff Rosen, MD, president of the American Society of Bone and Mineral Research. Because of other medical problems, they are unable to take any drugs or do any exercise for their severe osteoporosis, but seem to be responding to gentle mechanical stimulation.

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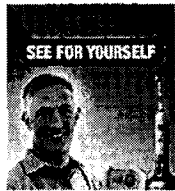
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but seem to be responding to gentle mechanical stimulation.

"We're very excited about this approach, which could be an alternative or even a mainstream therapy," Rosen tells WebMD.

With his co-workers, Rubin is already testing the effects of gentle vibration on bone loss in 64 postmenopausal women. Half of them stand on a vibrating platform resembling a bathroom scale for 20 minutes daily, five days weekly, while the other half stand on a similar device that does not vibrate. The forces involved are so gentle that the women can't tell whether or not the platform is vibrating. Rubin says it's still too early to be sure how his study is turning out, but calls it "very encouraging."

"The absolute worst thing you can do to the skeleton is to put it to rest," Marcus tells WebMD. "While active people seem to have less risk of brittle bones as they get older, not every woman who goes through the change feels like running a marathon."

"We're trying to trick a 68-year-old skeleton into thinking it's a 23-year-old skeleton," Rubin says.

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Fitness; Whole lotta shakin' going on, but is it safe?; Vibration exercise machines can shake more than trucks or tractors. But advocates deny they're harmful. Los Angeles Times October 29, 2007 Monday [\(Copy w/ Cite\)](#)

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and build bone.

Some research suggests the machines may provide moderate benefits, but researchers at the Johnson Space Center in Houston have found that the machines also may exceed occupational safety standards for **vibrating** equipment such as trucks and heavy machinery.

The investigators attached accelerometers and motion trackers to the **vibration platforms** and to the legs, torso and head of 16 subjects and measured the direction and magnitude of **vibration** experienced by the subjects as they performed partial squats. Subjects were exposed to 15-second bouts of 30 one-cycle-per-second (or hertz) **vibration** -- a common setting for these machines.

The nine men and seven women were tested on a Power Plate, which does an up-and-down type of **vibration**, and a Galileo 2000, which does a rotational **vibration**, pushing one foot up and then the other.

The researchers found that 10 minutes of **vibration** on the machines exceeded the recommended daily whole-body **vibration** exposure as defined by the ISO, or International Organization for Standardization.

Chronic exposure to whole-body **vibration**, such as that experienced by operators of tractors and helicopters, has been associated with injury to the spine, **osteoarthritis**, visual impairment and damage to the vestibular system.

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Shake your booty: can a vibrating machine jiggle you into shape? Devotees of Whole Body Vibration say yes; Beauty Flash W
September 1, 2007 (Copy w/ Cite)

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sorry. It's not that exciting."

Though it sounds like a workout more suited for a tantric couples' workshop, Whole Body **Vibration** (known as WBV) is actually the latest frontier in building muscle. Users stand on a **vibrating platform** and perform a series of stands and squats while the machine jostles the body up and down or side to side at up to 50 hertz per second. According to its proponents--including Diament's sister, an occupational therapist who was so impressed that this past spring she opened a WBV studio in New York the method causes muscles to contract and release, building mass. Set at lower speeds, the machines send a small shiver up the spine. At higher settings, your eyeballs quiver and everything looks blurry.

WBV has been popular in Europe and Asia for more than a decade and over the past couple of years has made inroads in the U.S. The machines are starting to show up at gyms such as Equinox, at spas and beneath the feet of celebrities including Hilary Swank and Madonna, who reportedly bought one to help her recover from her 2005 spill from a horse and is now said to take phone calls mid-shakedown.

The machines were first developed in Russia in the Sixties to help cosmonauts recover bone mass depleted in space, but today's manufacturers claim a litany of other benefits that fall just short of miraculous. Besides treating **osteoporosis**, they say, WBV can build muscle, reduce cellulite, stimulate collagen production, release human growth hormones and serotonin in the brain, improve balance and treat cerebral palsy. Other proponents claim less tangible benefits. At the Nao Salon & Spa in New York, WBV is used during a \$350 treatment meant to release body toxins. And Tomas De Lucia,

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NOT SO GOOD VIBRATIONS - POWER PLATE IS NO EASY FIT The New York Post July 20, 2006 Thursday [\(Copy w/ Cite\)](#)

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HEADLINE: NOT SO GOOD **VIBRATIONS** - POWER PLATE IS NO EASY FIT

BYLINE: Marina Vataj

BODY:

Fitness wonks and laggards alike are buzzing about the Power Plate, a new exercise device dubbed the "miracle machine" that takes the work out of working out.

Step onto the machine, flip a switch and intense **vibrations** make your muscles contract at speeds up to 50 times a second. No less a physical specimen than Madonna herself is said to step onto the \$14,000 **vibrating platform** to shape, sculpt and tone.

While Madge has a Power Plate of her own, The Post trekked up to Core Fitness to find out if it really can work wonders.

The results were, um, a bit shaky.

"I believe in this machine," said Michael Margulies, owner of the Upper East Side gym. He charges clients up to \$60 for a 20-minute ride - the maximum allowed.

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NOT SO GOOD VIBRATIONS - POWER PLATE IS NO EASY FIT [The New York Post](#) July 20, 2006 Thursday [\(Copy w/ Cite\)](#)

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The machine requires work - a lot more than a typical day at the gym.

Margulies says there are the two ways to use the machine, "dynamic" and "static" - and both are quite exhausting.

For static - the easier of the two -you need to hold laborious positions for several minutes at a time. Squats and lunges are hard enough on solid ground, add in those 50 shakes a second and they're nearly impossible.

And even though the Power Plate is made so beginners can use it, it's hard enough just keeping your balance on the machine, much less doing a crunch while enduring incredibly uncomfortable rapid **vibrations** shooting through your entire body - reaching organs that should only be touched by a skilled surgeon.

After one session, I felt like I was carrying around an entrails shake.

Still, Marqules considers it sensational.

"I have a 90-year-old client who used the machine, and when he got off, he said he felt like he could walk better," he says.

Proponents say the machine prevents arthritis and improves osteoporosis, and many athletic trainers are turning to the Power Plate to help get athletes in better shape.

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NEW BUZZ ON AN OLD WORKOUT FAD The Boston Globe July 08, 2006 Saturday [\(Copy w/ Cite\)](#)

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BODY:

Remember the **vibrating** belts that were supposed to melt fat away? A new **vibration**-based fitness fad is sweeping into Massachusetts, targeting flabby boomers and weak-boned senior citizens. The pitch this time: Just standing on a **vibrating platform** can strengthen bone and muscle, and exercising on the **platform** can boost athletes' performance.

Unlike the gimmickry of the old **vibrating** belts, there is a growing body of small studies that suggests that the **vibrating platforms** may actually work, although not specifically for weight loss.

The National Aeronautics and Space Administration sees enough potential that it is funding research on whether the machines can counter the damaging effects of weightlessness. Boston scientists are about to launch a large study to determine whether just 10 minutes a day can reduce **osteoporosis**.

"It's really appealing," said Marian T. Hannan, who will oversee the study as codirector of musculo skeletal research at Hebrew SeniorLife, an organization that cares for and studies the elderly. "To stand on a **platform** and prevent **osteoporosis** would be heavenly. Animal models and preliminary data [are] incredibly promising. But it's not quite ready for prime time yet."

Entrepreneurs aren't waiting for the definitive science, however. In advertising campaigns that have been stepped up over the last few months, manufacturers say that standing on the **platform** elevates mood, boosts strength, "increases

Compact Oxford English Dictionary

platform

• **noun** **1** a raised level surface on which people or things can stand. **2** a raised structure along the side of a railway track where passengers get on and off trains. **3** a raised structure standing in the sea from which oil or gas wells can be drilled. **4** the declared policy of a political party or group. **5** an opportunity for the expression or exchange of views. **6** a very thick sole on a shoe. **7** Computing a standard for the hardware of a computer system, which determines the kinds of software it can run.

— ORIGIN French *plateforme* 'ground plan', literally 'flat shape'.

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